

1. An online method of ordering and purchasing customized products, comprising:

receiving a custom order message incorporating order data and product configuration data submitted by an online user;

storing the order data and product configuration into a buyer database;

entering the custom order and order data and product configuration into an order bank to be scheduled for manufacturing;

generating an order confirmation message and sending the order confirmation message to the user.

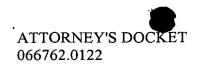
2. The method, as set forth in claim 1, further comprising:

receiving input entered on a web page by the user to submit a custom order, including product configuration data;

generating the custom order message incorporating the product configuration data and sending the custom order message to a web server; and

routing the custom order message to a workflow manager.

- 3. The method, as set forth in claim 2, further comprising: sending the custom order data to a dealer selected by the user; and routing the custom order message to a B2B server, which sends it to an order processor.
- 4. The method, as set forth in claim 1, further comprising generating a unique order number for the custom order.
  - 5. The method, as set forth in claim 1, further comprising: receiving customer data related to the user from the user; and storing the customer data in a common membership database.



- 6. The method, as set forth in claim 1, further comprising: receiving online payment data from the user for the custom order; processing the online payment data of the product; and confirming the online payment processing completion.
- 7. The method, as set forth in claim 1, further comprising:

displaying a list of product substantially matching product configuration data entered by the online user;

receiving a user-tagging of a particular product from the list and a tag order message incorporating tag order data and product configuration data submitted by the user;

storing the tag order data and product configuration into a buyer database;

modifying inventory data in an inventory database associated with the tagged product to indicate unavailability; and

generating a tag order confirmation message and sending the tag order confirmation message to the user.

8. The method, as set forth in claim 7, further comprising:

receiving input entered on a web page by the user to submit a tag order, including product configuration data;

generating the tag order message incorporating the product configuration data and sending the tag order message to a web server; and

routing the tag order message to a workflow manager.

- 9. The method, as set forth in claim 8, further comprising: sending the tag order data to a dealer selected by the user; and routing the tag order message to a B2B server, which sends it to an order processor.
- 10. The method, as set forth in claim 7, further comprising generating a unique order number for the tag order.



- 11. The method, as set forth in claim 7, further comprising: receiving customer data related to the user from the user; and storing the customer data in a common membership database.
- 12. The method, as set forth in claim 7, further comprising: receiving online payment data from the user; processing the online payment data of the product; and confirming the online payment processing completion.
- 13. The method, as set forth in claim 1, further comprising:
  receiving a lead request message incorporating lead data and product configuration
  data submitted by the user;

storing the lead data and product configuration into a buyer database; generating a lead confirmation message and sending the lead confirmation message to the user.

14. The method, as set forth in claim 13, further comprising:
receiving input entered on a web page by the user to submit a lead request, including
product configuration data;

generating the lead request message incorporating the product configuration data and sending the lead request message to a web server; and

routing the lead request message to a workflow manager.

- 15. The method, as set forth in claim 14, further comprising: sending the lead request data to a dealer selected by the user; and requesting lead status updates from the dealer.
- 16. The method, as set forth in claim 15, further comprising: receiving a lead status update from the dealer; and storing the lead status update in a buyer database.



- 17. The method, as set forth in claim 13, further comprising generating a unique lead number for the lead request.
  - 18. The method, as set forth in claim 13, further comprising: receiving customer data related to the user from the user; and storing the customer data in a common membership database.
- 19. The method, as set forth in claim 1, further comprising:
  receiving a cancel custom order request from the user;
  deleting a custom order associated with the cancel customer order request from an order bank; and
- 20. The method, as set forth in claim 1, further comprising:
  receiving a cancel tag order request from the user;
  modifying data associated with the cancelled tag order in an order bank;
  modifying data of a product associated with the canceled tag order in an enterprise
  product availability database; and

updating a buyer database to reflect the updated status of the user.

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(Amended) An online custom product ordering and purchasing system, comprising:

an online user interface operable to provide product configuration and to receive an online order for a product having a specific product configuration;

a web server operable to receive the online order from the online user interface; an order processor operable to:

receive the online order from the web server and process the order; and generate an order confirmation message and send the order confirmation message to a user; and

an order bank operable to receive the online order and schedule a product having the product configuration specified in the online order for manufacturing.

- 22. (Amended) The system, as set forth in claim 21, further comprising a workflow manager operable to receive the online order from the web server, store order data associated with the online order in a buyer database, and route the online order to the order processor.
- 23. The system, as set forth in claim 21, further comprising a common membership database operable to store customer data associated with the online user.
- 24. The system, as set forth in claim 21, further comprising an order number generator operable to generate a unique order number for each order.
- 25. The system, as set forth in claim 21, wherein the online order is for customer ordering a vehicle, the specific product configuration comprises make, model, year, color, engine data, and transmission data of the vehicle.



26. A method of ordering and purchasing a vehicle having specific vehicle configuration via the Internet, comprising:

receiving a custom order message incorporating vehicle configuration data, order data, and user data submitted by an online user;

storing the order data, user data and vehicle configuration data into a buyer database; processing the custom order;

entering the custom order and its associated data into an order bank to schedule the specified vehicle for manufacturing;

generating an order confirmation message and sending the order confirmation message to the user.

27. The method, as set forth in claim 26, further comprising:

receiving input entered on a web page by the user to submit the custom order, including order data, user data, product configuration data;

generating the custom order message incorporating the product configuration data and sending the custom order message to a web server; and

routing the custom order message to a workflow manager.

28. The method, as set forth in claim 26, further comprising: receiving a user-selection of a dealer;

sending the order data, user data, and vehicle configuration data to the selected dealer; and

routing the custom order message to a B2B server, which sends it to an order processor.

- 29. The method, as set forth in claim 26, further comprising generating a unique order number for the custom order message.
- 30. The method, as set forth in claim 26, further comprising: receiving user data from the user, including name, address, and contact information; and

storing the user data in a common membership database.



- 31. The method, as set forth in claim 26, further comprising: receiving online payment data from the user for the custom order; processing the online payment data of the vehicle; and confirming the online payment processing completion.
- 32. The method, as set forth in claim 26, further comprising:

displaying a list of vehicles substantially matching vehicle configuration data entered by the online user;

receiving a user-tagging of a particular vehicle from the list and a tag order message incorporating tag order data and the vehicle configuration data;

storing the tag order data and vehicle configuration into a buyer database;

modifying inventory data in an inventory database associated with the tagged vehicle to indicate unavailability; and

generating a tag order confirmation message and sending the tag order confirmation message to the user.

33. The method, as set forth in claim 32, further comprising:

receiving input entered on a web page by the user to submit a tag order, including product configuration data;

generating the tag order message incorporating the vehicle configuration data and sending the tag order message to a web server; and

routing the tag order message to a workflow manager.

- 34. The method, as set forth in claim 32, further comprising: sending the tag order data to a dealer selected by the user; and routing the tag order message to a B2B server, which sends it to an order processor.
- 35. The method, as set forth in claim 32, further comprising generating a unique order number for the tag order.



- 36. The method, as set forth in claim 32, further comprising: receiving customer data related to the user from the user; and storing the customer data in a common membership database.
- 37. The method, as set forth in claim 32, further comprising: receiving online payment data from the user; processing the online payment data of the vehicle; and confirming the online payment processing completion.
- 38. The method, as set forth in claim 26, further comprising:
  receiving a lead request message incorporating lead data and vehicle configuration
  data submitted by the user;

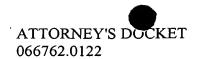
storing the lead data and vehicle configuration into a buyer database;
generating a lead confirmation message and sending the lead confirmation message to
the user.

39. The method, as set forth in claim 38, further comprising: receiving input entered on a web page by the user to submit a lead request, including vehicle configuration data;

generating the lead request message incorporating the vehicle configuration data and sending the lead request message to a web server; and

routing the lead request message to a workflow manager.

- 40. The method, as set forth in claim 38, further comprising: sending the lead request data to a dealer selected by the user; and requesting lead status updates from the dealer.
- 41. The method, as set forth in claim 38, further comprising: receiving a lead status update from the dealer; and storing the lead status update in a buyer database.



- 42. The method, as set forth in claim 38, further comprising generating a unique lead number for the lead request.
  - 43. The method, as set forth in claim 26, further comprising: receiving a cancel custom order request from the user;

deleting a custom order associated with the cancel customer order request from an order bank; and

updating a buyer database to reflect the updated status of the user.

44. The method, as set forth in claim 26, further comprising:
receiving a cancel tag order request from the user;
modifying data associated with the cancelled tag order in an order bank;
modifying data of a vehicle associated with the canceled tag order in an enterprise
vehicle availability database; and

updating a buyer database to reflect the updated status of the user.